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Market Brief

Germany: Beef

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A Guide to Exporting Beef to Germany

Market briefs provide basic information on exporting U.S. agricultural products to Germany. This brief in particular covers various import requirements for U.S. beef exports and describes the German beef market and imports. Useful addresses are included to help you access more information and details. We encourage you to contact us at the Agricultural Trade Office (ATO) in Hamburg or the Agricultural Affairs Office in Bonn for further assistance. Other Market briefs for Germany, i.e., food law, retail, labeling and products may be obtained from the AgExport Services Division Tel: (202) 720-7103, Fax : (202) 690-4374).

Germany is one of the world's leading agricultural importing countries, with total annual imports of about \$46 billion. Of that, there were \$736 million of beef and beef products imported in 1997.

In 1997 the United States exported \$2 billion of agricultural, fish and forest products to Germany. Fresh and frozen beef to Germany totaled \$5.9 million in 1997.

Approximately 82 million consumers shape Germany as the single largest market in Western Europe. The strength of the German economy and the tastes of its people make it an attractive market for food exporters from many countries. Growing market opportunity exists for U.S. beef exporters in this well established market, despite a decline in beef consumption.

Commercial Import Market Access

As a prerequisite for commercial imports which do not require an individual import permit, U.S. beef exports to Germany must not originate from animals treated with growth-promoting hormones. Further, beef must be processed by facilities approved for export to the EU (slaughterhouses, cutting plants and cold stores). The hormone ban does not apply to beef offal which is intended for pet food or pharmaceutical products.

Exports must be accompanied by appropriate animal and public health certificates. U.S. exporters may contact the U.S. Department of Agriculture (USDA), Food Safety and Inspection Service (FSIS), for information on U.S. export certification requirements for beef as well as a list of U.S. facilities approved for export to the EU. (Refer to the "Contacts" section on page 7.)

Tariff rates of beef vary widely depending on the product. To receive information on tariffs, traders or their importers may submit a request to the responsible German Customs Office for binding tariff classification (see "Contacts"). There are similar offices in other EU member countries which may be approached. Non-binding tariff information is available at any EU customs office.

Annually, up to 11,500 metric tons (MT) of high quality beef (HQB) may be exclusively imported into the EU from the United States and Canada at a preferential tariff of 20-percent ad valorem. Additional quantities of HQB at a 20-percent ad valorem tariff are open on a competitive basis. Beef imports outside these tariff quotas are subject to a 15.2-percent ad valorem tariff plus a fixed value which ranges from a minimum ECU 167.9 per 100 kg to a

maximum of ECU 361.1 per 100 kg. Current rates are valid from July 1, 1998 until June 30, 1999 (see Table 7, page 6).

To qualify for the HQB quota, the U.S. product must be accompanied by a certificate of authenticity signed by an FSIS official attesting that the meat satisfies the EU's definition of high-quality beef. Only meat that has been graded USDA "choice" or "prime," or from cattle not more than 30 months of age fed on a high-energy ration for at least 100 days can be certified by the USDA for export under the HQB quota.

In order to bring U.S. beef into the EU under the HQB quota, importers must first obtain an import license for the quantity of meat to be imported. Quota allocations are made on a monthly basis with the monthly quantity corresponding to one twelfth of the annual total, plus any quantity remaining from preceding months. (Available quantities are listed at <http://www.useu.be> on the USEU/Brussels homepage.) In Germany import licenses are issued by the German Federal Office of Agriculture and Food, located in Frankfurt (see "Contacts"). Applications for licenses must be received by the reviewing office during the first five days of each month. They are issued on the eleventh day of the month after review by the European Commission in Brussels and are valid for 90 days. Importers must provide copies of shipping documents, the certificate of authenticity described above, and pay a security deposit of Ecu10/100 kg. (Ecu1 averages \$1.10.)

Non-commercial Market Access including U.S. Supplies

Beef may also be brought to Germany for personal use, testing, gift giving and commercial sale to U.S. commissary deli's and military supply's. In these cases, U.S. beef may originate from animals treated with growth-promoting hormones and from establishments not specifically approved for export to the EU.

For personal use, travelers may bring in up to one kilogram of beef per person. As a gift, a single parcel of up to one kilogram of beef can be mailed to individuals for strictly non-commercial purposes. No import permit, animal or public health certificate is required for such uses.

An import permit is required, if beef is imported for exhibition, testing and sampling. Generally, the importer or exporter requests an import permit from the veterinary office with jurisdiction over the import. (Usually the state veterinary office at the point of entry or final destination.) The request for an import permit can be informal. And must include purpose of shipment, type and quantity of product as well as address, name, telephone and fax numbers of sender and recipient. No public health certificate and a modified animal health certificate are required, but the beef must be destroyed or returned after use.

Without an import permit, beef can be shipped to U.S. commissary delis and military supplies. An animal health certificate is required, but a public health certificate is not (See "Contacts").

Beef Market

Between 1992 and 1997, German beef production and consumption have declined steadily from 1.79 and 1.55 million MT respectively to 1.45 and 1.21 million MT, and the decline is expected to continue. Consumption of beef is far below that of pork and is losing market share to poultry meat. The general decline is due to changing consumption patterns (less red meat intake in daily dishes) or health concerns (cholesterol) and has been accelerated by concerns over the effects on human health of BSE (bovine spongiform encephalopathy, or “mad cow disease”).

Approximately 50 percent of German beef is sold in supermarkets, about 30 percent in butcher shops and the balance in traditional “Mom and Pop” shops. Significant quantities of beef are also sold directly to institutions and the food service sector. With imports of beef from the United States, national identification is often effectively employed as a marketing tool, whereby a hotel or restaurant chain will purchase the beef from a local importer, then advertise the availability of U.S. beef on their menus.

Table 1: German Statistics on Meat by Type 1997 (in 1,000 MT, kg, %)

	Pork	Beef/Veal	Poultry	Variety Meat	Lamb	Horse	Other 1/	Total
Production	3,562	1,449	682	319	43	5	90	6,150
Import	1,064	297	620	104	59	2	31	2,176
Export	258	477	110	68	6	1	5	924
Consumption	4,368	1,208	1,192	355	96	6	116	7,341
Per Capita (kg)	53.2	14.7	14.5	4.3	1.2	0.1	1.4	89.5
Human Consumption	3,150	829	709	92	64	4	78	4,926
Per Capita (kg)	38.4	10.1	8.6	1.1	0.8	0.0	1.0	60.0
Self Sufficiency (%)	80.1	126.6	61.6	91.0	45.7	76.6	77.4	84.8

1/ Venison, rabbit meat.

Note: Data are in slaughter weight equivalent (including meat and meat products).

Numbers do not add up due to rounding and stocks.

Source: ZMP: Vieh- und Fleisch - ZMP Bilanz 1998.

Beef Prices

Table 2: Prices for Young Bulls, grade R3, (in \$ per kg CWE)

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
1997	3.08	3.01	3.04	2.95	2.96	2.91	2.95	3.04	3.01	3.10	3.14	3.19
1998	3.06	3.08	3.08	2.99	2.89	2.89	2.89					

Note: Prices can be compared to Nebraska choice steer prices.

Based on an average exchange rate of 1.70 DM/\$ for 1997 and 1.80 DM/\$ for 1998.

Source: Agrarwirtschaft, economic data, various issues.

Table 3: Beef Prices to Consumers, weighted all types, incl. 7% VAT, (in \$ per kg CWE)

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
1997	8.23	8.21	8.22	8.20	8.26	8.29	8.29	8.31	8.29	8.28	8.28	8.29
1998	7.82	7.83	7.81	7.81	7.82	7.83						

Note: Based on an average exchange rate of 1.70 DM/\$ for 1997 and 1.80 DM/\$ for 1998.

Source: Agrarwirtschaft, economic data, various issues.

Table 4: German Beef/Veal Retail Prices by Retail Sector in 1998 (average value in \$/kg) 1/

	Supermarkets		Discount Stores	Hypermarkets	Butcher Shops
	Small	Large			
Beef					
Stewed meat	5.18	5.17	4.80	4.58	5.46
Braised meat	9.07	8.87	8.36	8.40	9.75
Minced meat	6.67	6.31	6.35	5.58	7.22
Veal					
Veal cutlet	16.00	16.62	14.78	15.04	17.83
Calf's liver sausage	9.02	8.80	5.90	8.06	9.92

1/ March Prices.

Note: Based on an average exchange rate of 1.80 DM/\$ (January-June 1998).

Source: ZMP- Consumer prices, 08.04.1998.

Beef Trade

Germany imported 194,000 MT of beef in 1997, valued at \$736 million. France and the Netherlands are the largest EU-supplier of beef to Germany, and Argentina is the single most important non-EU supplier of beef on a value basis. Historically the United States has been a minor player in the German beef import market. According to trade reports, 1997 imports of U.S. beef totaled 888 MT, valued at \$5.9 million. The United States competes directly with imports from Argentina which sell at similar high prices and use similar distribution channels.

Table 5: German Import of Beef by Country in 1996 and 1997

	1996			1997		
	MT	1,000-\$	\$/kg	MT	1,000-\$	\$/kg
United States	518	3,179	6.14	888	5,927	6.68
Netherlands	41,397	147,686	3.57	41,397	147,686	3.57
France	56,400	216,843	3.84	45,419	148,739	3.27
Argentina	36,684	244,864	6.67	33,295	221,298	6.65
Denmark	21,545	56,655	2.63	16,461	37,189	2.26
Uruguay	4,978	27,251	5.47	4,424	24,505	5.54
Brazil	10,828	53,741	4.96	6,641	31,489	4.74
Other	64,031	201,619	3.15	45,321	118,765	2.62
Total Imports	250,367	1,031,631	4.12	193,847	735,599	3.79

Source: FAS/Bonn.

Table 6: German Imports of U.S. Beef and Beef Products in 1996 and 1997

	1996			1997		
	MT	1,000-\$	\$/kg	MT	1,000-\$	\$/kg
Carcasses 1/	1	7	13.30	-	-	-
Quarters 2/	-	-	-	3	29	11.53
Forequarters 3/	-	-	-	0	3	8.65
Other cuts 4/	36	358	10.01	85	612	7.22
Boneless cuts 5/	366	2,194	5.99	713	4,689	6.58
Frozen cuts 6/	11	111	9.74	7	55	8.17
Boneless cuts 7/	29	156	5.46	45	239	5.33
Variety meats 8/	23	12	0.53	1	6	7.04
Canned & cooked 9/	53	342	6.45	35	294	8.47
Total Imports	518	3,179	6.14	888	5,927	6.68

1/ 0201 10 00 Carcasses and half-carcasses, fresh or chilled.

2/ 0201 20 20 'Compensated' quarters, fresh or chilled, bone-in.

3/ 0201 20 30 Unseparated or separated forequarters, fresh or chilled, bone-in.

4/ 0201 20 90 Other beef cuts excluding forequarters and hindquarters, fresh or chilled, bone-in.

5/ 0201 30 00 Boneless cuts, fresh or chilled.

6/ 0202 20 90 Other Cuts, frozen, bone-in.

7/ 0202 30 90 Boneless cuts, frozen.

8/ 0206 10 91 through 21 00, 22 90, 29 91, 29 99 Variety meats.

9/ 1602 50 10 through 50 80 Canned and cooked beef.

Source: FAS/Bonn.

Table 7: EU Beef Tariff rates (Ecu values apply per 100 kg/net weight)

CN Code	Description	07/98 - 06/1999	07/99-06/2000	Final rate 07/2000
0201 10 00	Fresh carcasses	15.2 + 210 Ecu	14 + 193.4 Ecu	12.8 + 176.8 Ecu
0201 20 20	Compensated quarters	15.2 + 210 Ecu	14 + 193.4 Ecu	12.8 + 176.8 Ecu
0201 20 30	Forequarters, fresh	15.2 + 167.9 Ecu	14 + 154.6 Ecu	12.8 + 141.4 Ecu
0201 20 50	Hindquarters, fresh	15.2 + 252 Ecu	14 + 232.1 Ecu	12.8 + 212.2 Ecu
0201 20 90	Other cuts with bone in	15.2 + 314.9 Ecu	14 + 290.0 Ecu	12.8 + 265.2 Ecu
0201 30 00	Boneless fresh meat	15.2 + 360.3 Ecu	14 + 331.9 Ecu	12.8 + 303.4 Ecu
0202 10 00	Frozen carcasses	15.2 + 210 Ecu	14 + 193.4 Ecu	12.8 + 176.8 Ecu
0202 20 10	Frozen compensated quarters	15.2 + 210 Ecu	14 + 193.4 Ecu	12.8 + 176.8 Ecu
0202 20 30	Frozen forequarters	15.2 + 167.9 Ecu	14 + 154.6 Ecu	12.8 + 141.4 Ecu
0202 20 50	Frozen hindquarters	15.2 + 262.5 Ecu	14 + 241.8 Ecu	12.8 + 221.1 Ecu
0202 20 90	Other frozen cuts with bone	15.2 + 315.0 Ecu	14 + 290.1 Ecu	12.8 + 265.3 Ecu
0202 30 10	Boneless quarters	15.2 + 262.5 Ecu	14 + 241.8 Ecu	12.8 + 221.1 Ecu
0202 30 50	Boneless crop/chuck/blade	15.2 + 262.5 Ecu	14 + 241.8 Ecu	12.8 + 221.1 Ecu
0202 30 90	Other boneless cuts	15.2 + 361.1 Ecu	14 + 332.6 Ecu	12.8 + 304.1 Ecu
0206 10 91	Fresh livers	2.3 %	1.1 %	Free
0206 10 95	Fresh skirts	15.2 + 360.3 Ecu	14 + 331.9 Ecu	12.8 + 303.4 Ecu
0206 10 99	Other fresh varieties	1.3 %	0.6 %	Free
0206 21 00	Frozen tongues	1.3 %	0.6 %	Free
0206 22 90	Frozen livers	2.3 %	1.1 %	Free
0206 29 91	Frozen skirts	15.2 + 361.1 Ecu	14 + 332.6 Ecu	12.8 + 304.1 Ecu
0206 29 99	Other frozen varieties	1.3 %	0.6 %	Free
0210 20 10	Meat with bone in	18.3 + 314.9 Ecu	16.9 + 290 Ecu	15.4 + 265.2 Ecu
0210 20 90	Boneless meat	18.3 + 360.3 Ecu	16.9 + 331.9 Ecu	15.4 + 303.4 Ecu
0210 90 41	Skirt meat	18.3 + 360.3 Ecu	16.9 + 331.9 Ecu	15.4 + 303.4 Ecu
0210 90 49	Other meat	15.2 %	14 %	12.8 %
1602 50 10	Prepared, uncooked meat	360.3 Ecu	331.9 Ecu	303.4 Ecu
1602 50 31	Prepared corned beef	19.7 %	18.2 %	16.6 %
1602 50 39	Other canned meat	19.7 %	18.2 %	16.6 %
1602 50 80	Other cooked meat	19.7 %	18.2 %	16.6 %

Source: FAS/Bonn based on [Official Journal of the European Communities L312](#) and FAS calculation.

Contacts

For information on U.S. export certification requirements for beef and the Approved Plant List, you may contact the U.S. Department of Agriculture (USDA), Food Safety and Inspection Service (FSIS):

Food Safety and Inspection Service/USDA	Tel: (402) 221-7400
Technical Service	Fax: (402) 221-7479
106 S. 15 th St., Rm. 904	http://www.fsis.usda.gov/ofa/export/
Omaha, NE 68102	explib.htm (Export Library)

Requests for a German import license should be submitted by the importer to the German Federal Office of Agriculture and Food (Bundesanstalt fuer Landwirtschaft und Ernaehrung):

Bundesanstalt fuer	Tel: (49-69) 156-4972
Landwirtschaft und Ernaehrung	Fax: (49-69) 156-4792
Adickesallee 40	
60322 Frankfurt, Germany	

General information on world market trade and opportunities for beef is available from the U.S. Meat Export Federation in Denver, Colorado:

U.S. Meat Export Federation	Tel: (303) 399-7151
600 South Cherry St.	Fax: (303) 321-7075
Denver, CO 80222-6397	

More detailed information on EU and German market trends and opportunities, as well as lists of potential importers of beef, is available from the U.S. Meat Export Federation in England:

U.S. Meat Export Federation	Tel: (44-1491) 833776
18 St. Mary's Street	Fax: (44-1491) 833747
Wallingford, Oxfordshire OX10 0EW	E-mail: eu@usmef.org

Another source of information is the Association of Wholesalers and Importers of Cattle and Beef (Verband des Deutschen Gross- und Aussenhandels mit Vieh und Fleisch e.V.):

Verband des Deutschen Gross- und	Tel: (49-228) 914240
Aussenhandels mit Vieh und Fleisch e.V.	Fax: (49-228) 210200
Schedestr. 11	
53113 Bonn, Germany	

Additional market information (in German) is available from the German Slaughter and Meat Industry Association (Verband der Deutschen Schlacht- und Fleischindustrie e.V.).

Verband der Deutschen Schlacht-
und Fleischindustrie e.V.
VSF Rosenthaler Str. 13
10119 Berlin, Germany

Tel: (49-30) 282-8005
Fax: (49-30) 280-6090

The Central Market and Price Information Agency (Zentrale Markt- und Preisberichtsstelle or ZMP) releases an annual publication providing detailed statistical information on the German livestock and beef sector as well as relevant EU and world data. The publication is in German, costs approximately \$100 and may be ordered from the following address:

Zentrale Markt- und
Preisberichtsstelle (ZMP)
Rochusstr. 2
53123 Bonn, Germany

Tel: (49-228) 9777-0
Fax: (49-228) 9777-300
E-Mail: ZMP@compuserve.com
Internet: <http://www.zmp.de>

For tariff classification and information on the import treatment of beef and beef preparations, traders should contact the German Office of Customs Classification (Oberfinanzdirektion Zolltechnische Prüfungs- und Lehranstalt) in Hamburg:

Oberfinanzdirektion
Zolltechnische Prüfungs- und Lehranstalt
Baumacker 3
22523 Hamburg, Germany

Tel: (49-40) 37060
Fax: (49-40) 37062547

For tariff classification and information on the import treatment of products based on flour which contain meat, traders should contact the German Office of Customs Classification (Oberfinanzdirektion Zolltechnische Prüfungs- und Lehranstalt) in Munich:

Oberfinanzdirektion
Zolltechnische Prüfungs- und Lehranstalt
Landsburger Strasse 122
80339 Muenchen, Germany

Tel: (49-89) 510 901
Fax: (49-89) 510 92379 or 510 92339

Foreign Agricultural Service

The Foreign Agricultural Service (FAS), USDA, assists exporters interested in marketing their products in Germany. FAS maintains two posts in Germany. The Office of Agricultural Affairs, which is located in the U.S. Embassy in Bonn, oversees all USDA activities in Germany and can provide information regarding German food law. The FAS Bonn office can be contacted as follows:

Foreign Agricultural Service	Tel: (49-228) 339-2133
American Embassy/Bonn	Fax: (49-228) 334-697
PSC 117, Box 385	E-Mail: agbonn@fas.usda.gov
APO AE 09080-0385	

The Agricultural Trade Office (ATO), which is located in the U.S. Consulate-General in Hamburg, has primary responsibility for coordinating FAS marketing activities in Germany. Facilitating trade contacts between U.S. agricultural suppliers and German importers represents a major ATO marketing function. The ATO can also supply U.S. exporters with basic market information. The ATO can be contacted as follows:

U.S. Agricultural Trade Office	Tel: (49-40) 414-6070
Alsterufer 28	Fax: (49-40) 414-60720
20354 Hamburg, Germany	E-Mail: atohamburg@fas.usda.gov

The AgExport Services Division in Washington, D.C. offers detailed information on export services provided by FAS.

AgExport Services Division	Tel: (202) 720-7103
Mail Stop 1052	Fax: (202) 690-4374
U.S. Department of Agriculture	
Washington, DC 20250-1052	

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